

City of Riverside – Public Works Department

Take Back the Wall Graffiti Removal Program

5950 Acorn Street | Riverside | CA 92504

Public Safety Announcement (PSA) School Contest

Contest Rules

This video contest is designed to increase teen graffiti awareness using the overall theme “Take Back the Wall.” Students are encouraged to develop a key message or slogan, use humor, and get creative while emphasizing ways to prevent and eliminate graffiti.

By entering this contest, entrants agree to abide by the following rules:

General Rules:

1. The City of Riverside Take Back the Wall (TBTW) anti-graffiti Public Service Announcement (PSA) Video contest will be open High School Students Grades 9-12.
2. The winning video and writers will be featured in a public service announcement to promote the anti-graffiti message and Graffiti Rewards Program.
3. Contestants may enter only one video. Each submission must include an entry form and video script. City is not responsible for lost, late, misdirected, damaged, misappropriated, postage due or stolen entries.
4. Students may participate as a group not to exceed 5 students total. All students participating in the production must meet eligibility requirements.

Production Rules:

1. Create a video promoting an anti-graffiti message and graffiti rewards program as the main focus of your video.
2. Your video submission must also include the tagline, “Take Back the Wall.”
3. You must maintain personal health and safety for your cast, crew, and others working on the video. Do not endanger anyone or violate any laws or regulations in the making of your video.
4. Participants must be high school student’s grades 9-12 who attend Riverside Unified School District, Alvord School District, private and charter schools located within the City of Riverside. Employees of the City, their families, subsidiaries and affiliates are not eligible.
5. All footage, including music, must be originally created material or you must obtain proper, legal permission to use someone else’s copyrighted material.
6. All footage is prohibited from containing images of actual graffiti. If images of graffiti are included, the images shall be distorted in a way to prevent the graffiti moniker from being recognized.
7. The running time for each entry must be 60 seconds.
8. Entrants grant the City the right to use their names, photographs, and video submissions for advertising, publicity and promotion purposes, and to spread the anti graffiti message.

Submission Rules:

1. Your entry must be clearly and legibly labeled with the title of the production, name(s) of filmmaker(s), and your school's name.
2. Each entry must be accompanied by an entry form and be submitted on a DVD. Preferred formats: .wmv or DVD video with a minimum 640 x 480 aspect ratio.
3. All participants, including producers, actors, musicians, and anyone else whose image or sound is on your submission, must be listed on the signed entry form that is sent along with the video.
4. Everyone under 18 years of age who appears on screen must have a parent's or guardian's signature. These forms must be completed for you to receive your prize money should you be one of the contest winners.
5. Complete the information about your school and teacher on the entry form, so if you win, we can give kudos to your teacher when they assign, encourage, or enable participation in the contest. We do not need this information if you are producing a video on your own.
6. Submit the original; make sure you keep a copy of the original version of your submission.
7. Entries will not be accepted if they are late, damaged, or can't be viewed because of technical error.
8. The City of Riverside is not responsible for entries that are delayed, lost, misdirected, incomplete, damaged, or destroyed.
9. No entries will be returned.
10. All entries become the property of the City of Riverside.
11. **All entries must be postmarked or hand delivered no later than 5:00 p.m. on Friday, April 1, 2011.** Emailed entries will not be accepted.

Judging Criteria

1. A panel of city staff, school district staff, and local students will select the winners for each category. Videos will be judged based on script, required content, overall message and originality. Script will be free of profanity and promote a positive, anti-graffiti message. Additional points will be awarded for scripts containing these phrases:
2. Take Back the Wall
3. Respect
4. Eradicate, Eliminate and Enforce
5. Entries will be disqualified if they contain vulgar or inappropriate material.
6. The decision of the judges will be final.

Notification of winners

1. Winners will be determined April 2011 and will be posted on our Web site as well as being notified by email, mail and/or phone.
2. Winners must sign and return an affidavit within 14 days of notification. False/inaccurate information will result in immediate disqualification and an alternate winner will be selected. Winners must have their affidavits countersigned by a legal parent or guardian. The affidavits will be subject to verification by the City.

3. Prizes
4. One (1) Grand Prize Winner in each category will receive the Excellence in Videography Award, (solicit prize donations) Video will air on Charter Channel 3 and AT&T Channel 99.
5. Two (2) second place winners will receive (any gift donation- I Tunes cards from Best Buy????) The winning videos and winners name of the top three videos will be placed on the official Take Back the Wall Web site.

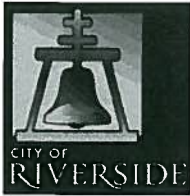
How to enter

1. Completed entry form (or photocopy). Each entry must have an original signature and be the contestant's original work.
2. Typed video script.

Mail entries or hand deliver to:

City of Riverside Public Works Department
Attn: Graffiti Education Coordinator
3900 Main Street
Riverside, CA 92501

For more information, contact:
City of Riverside Public Works Graffiti Reward Program
951-826-5311



City of Riverside – Public Works Department

Take Back the Wall Graffiti Removal Program

5950 Acorn Street | Riverside | CA 92504

Public Safety Announcement (PSA) School Contest

Student Registration Form

Student Information

| | |
|----------------------------|--|
| Name: | |
| Home Address: | |
| City, State, and ZIP Code: | |
| Home Phone Number: | |
| Email Address: | |

School Information

| | |
|------------------------------------|--|
| Grade Level: | |
| School or Sponsoring Organization: | |
| Name of School: | |
| Teacher: | |
| Mailing Address: | |
| City, State, and ZIP Code: | |
| Telephone Number: | |
| Email Address: | |

PSA Information

| | |
|-------------------|--|
| PSA Running Time: | |
| PSA Format: | |

I certify this PSA is my own work. I agree to follow all guidelines and requirements of the City of Riverside 2010 Video PSA Contest. I understand my PSA will become the property of the City of Riverside and I will not have it returned. I agree to have my PSA appear in various media outlets with The City of Riverside logos and/or other branding elements included.

| | |
|--------------------|--|
| Student Signature: | |
| Date: | |

| | |
|-------------------|--|
| Parent Signature: | |
| Date: | |

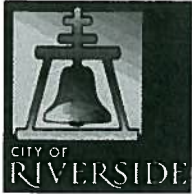
(If student is under 18)

This registration form must be included with your PSA entry for consideration in the City of Riverside 2010 Public Service Announcement Contest. **Entries are due Friday, April 1, 2010.**

White-City of Riverside

Yellow-School

Pink- Student



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Public Safety Announcement (PSA) School Contest

Student Registration Form

Student Information

| | |
|----------------------------|--|
| Name: | |
| Home Address: | |
| City, State, and ZIP Code: | |
| Home Phone Number: | |
| Email Address: | |

School Information

| | |
|------------------------------------|--|
| Grade Level: | |
| School or Sponsoring Organization: | |
| Name of School: | |
| Teacher: | |
| Mailing Address: | |
| City, State, and ZIP Code: | |
| Telephone Number: | |
| Email Address: | |

PSA Information

| | |
|-------------------|--|
| PSA Running Time: | |
| PSA Format: | |

I certify this PSA is my own work. I agree to follow all guidelines and requirements of the City of Riverside 2010 Video PSA Contest. I understand my PSA will become the property of the City of Riverside and I will not have it returned. I agree to have my PSA appear in various media outlets with The City of Riverside logos and/or other branding elements included.

| | |
|--------------------|--|
| Student Signature: | |
| Date: | |

| | |
|-------------------|--|
| Parent Signature: | |
| Date: | |

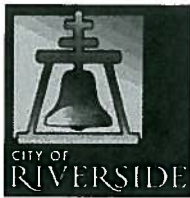
(If student is under 18)

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White-City of Riverside

Yellow-School

Pink- Student



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Student Release and Waiver Form

I agree that my entry gives permission to use my name, likeness, and entry for advertising, promotion, and/or other purposes without further notice or compensation to me, except where prohibited by law. The City of Riverside reserves all rights—including the right to edit, publish, use, modify, or dispose of any entry, online, in print, film, television, or in any other media for advertising, promotional, and/or other purposes—without compensation or notification to me, except as prohibited by law.

I agree to release, indemnify, and hold harmless The City of Riverside, affiliates, and all others associated with the development and promotion of the contest, and the employees and affiliates of the parties mentioned above, from any and all damages, claims, causes of action and costs, resulting from or in connection with my participation in the contest or acceptance or use of any award; the use of the materials in any manner by the City of Riverside; and my negligent acts or omissions or willful misconduct in connection with the City of Riverside Public Service Announcement Contest.

I understand that I will not be allowed to participate in the contest without completing and signing this release and submitting it with any other necessary and required information and/or forms. All participants have knowingly agreed to appear in my entry and they have completed and signed any required Video Participation Release Forms. I agree to return any award that may be awarded to me to the City of Riverside if any statement I have made in this release is untrue or false.

I UNDERSTAND THAT THIS IS AN IMPORTANT LEGAL DOCUMENT. I HAVE READ ALL THE RULES AND REGULATIONS, AND I UNDERSTAND ITS CONTENTS.

This document must be completed in its entirety and returned with your PSA entry for consideration in the City of Riverside School Video Public Service Announcement Contest. Entries are due by Friday, April 1, 2011.

Fill out the following information for each student participant on a team:

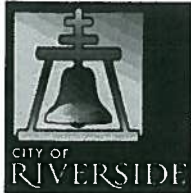
| | |
|--|--|
| Student 1 Signature: | |
| Date: | |
| Participant Name (Print): | |
| Address Line 1: | |
| Address Line 2: | |
| City, State and ZIP: | |
| Parent/Guardian Signature: (if student is under 18) | |
| Date: | |
| Parent or Guardian Name (Print): | |

| | |
|--|--|
| Student 2 Signature: | |
| Date: | |
| Participant Name (Print): | |
| Address Line 1: | |
| Address Line 2: | |
| City, State and ZIP: | |
| Parent/Guardian Signature: (if student is under 18) | |
| Date: | |
| Parent or Guardian Name (Print): | |

| | |
|--|--|
| Student 3 Signature: | |
| Date: | |
| Participant Name (Print): | |
| Address Line 1: | |
| Address Line 2: | |
| City, State and ZIP: | |
| Parent/Guardian Signature: (if student is under 18) | |
| Date: | |
| Parent or Guardian Name (Print): | |

| | |
|--|--|
| Student 4 Signature: | |
| Date: | |
| Participant Name (Print): | |
| Address Line 1: | |
| Address Line 2: | |
| City, State and ZIP: | |
| Parent/Guardian Signature: (if student is under 18) | |
| Date: | |
| Parent or Guardian Name (Print): | |

| | |
|--|--|
| Student 5 Signature: | |
| Date: | |
| Participant Name (Print): | |
| Address Line 1: | |
| Address Line 2: | |
| City, State and ZIP: | |
| Parent/Guardian Signature: (if student is under 18) | |
| Date: | |
| Parent or Guardian Name (Print): | |



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Video Participation Release Form

A separate copy of this form is to be completed by each participant.

I hereby acknowledge my participation in the submitted video

Title of Program

I hereby consent to the photographing of myself and the recording of my voice and the use of these photographs and/or recordings singularly or in conjunction with other photographs and/or recordings for advertising, publicity, commercial or other business purposes. I understand that the term "photograph" as used herein encompasses both still photographs and motion picture footage.

I further consent to the reproduction and/or authorization by the City of Riverside to reproduce and use said photographs and recordings of my voice, for use in all domestic and foreign markets. Further, I understand that others, with or without the consent of the City of Riverside may use and/or reproduce such photographs and recordings.

I hereby release the City of Riverside and any of its associated or affiliated companies, their directors, officers, agents, employees and customers, and appointed advertising agencies, their directors, officers, agents and employees from all claims of every kind on account of such use.

If participant is under 18: I, _____, am the parent/legal guardian of the individual named above, I have read this release and approve of its terms.

Student Name: _____

Student Signature: _____

Date: _____

Parent Name: _____

Parent Signature: _____

(If Student is under age of 18)

Date: _____